

From: Johnny Nunes [REDACTED]@apple.com)
To: Carson Oliver [REDACTED]@apple.com)
CC:
BCC:
Subject: Fwd: Google Play competitive analysis
Attachments:
Sent: 02/05/2019 10:53:20 PM 0000 (GMT)

Hey, per Alastair's response, do you have any high-level data re: Google Play? (see below)

Thanks,

Johnny

Begin forwarded message:

From: Alastair Morse [REDACTED]@apple.com>
Subject: Re: Google Play competitive analysis
Date: February 5, 2019 at 12:06:51 AM PST
To: Ayman Khalil [REDACTED]@apple.com>
Cc: Johnny Nunes [REDACTED]@apple.com>

I think the only data that exists is the 3PP studies — like the mobile gaming report that Ann has. Carson might have something similar for ecosystem.

Those would give you the high level stuff probably.

On Feb 5, 2019, at 7:55 AM, Johnny Nunes [REDACTED]@apple.com> wrote:

Hey guys,

Matt has asked that the product team provide a brief competitive analysis of Google Play at his offsite next week. Does your team have any data (I'm assuming 3rd party) that you've used for similar purposes? I'm thinking high-level numbers like: total revenue, downloads, market share, etc.

Anything you can provide would be helpful.

Thanks!

Johnny

EXHIBIT 6836